Chapter 1 Introduction

Communication is the art of transmitting information, ideas and attitudes from one person to another. The word, 'Communication' has been made up from Latin word "Communis". Communis means to make common.

Communication is a wider concept. Communication is an exchange of facts, ideas, opinions, and emotions by two or more persons. Also it is the process by which information is transmitted between individuals and or organization so that an understanding response results. Mr. Belson and Gilson-communication experts says that communication is an intercourse by words, letters, symbols or messages and a way that one member shares meaning and understanding with another.

Communication is essential in any group of human being. It is required everywhere. It is essential in a family, group, class of students, organization etc. Communication transfers thought from one person to another. It is the task of imparting information.
A codfish lays a thousand eggs a day—but leaves them silently. On the other hand, a hen lays only one egg a day; but after laying it she makes a big noise declaring, “Look! I have laid it..... I have laid it!” And the result—people acknowledge it. Everybody eats hen’s egg and no one bothers for the eggs of the poor codfish. This is the impact of advertising and the function of advertising is often considered to communicate.

Let us consider the following situation. A young man and a young woman are sitting face to face at the opposite corners of a darkroom. Young man made some facial movements to attract the attention of the woman and convey her feelings of his heart. But alas! Though the girl wanted just the same, she could not notice it as there was total darkness. Had there been light, the communication would not have failed.

The consumer is just like a girl standing in the dark room. Advertising is like the light. It is the only instrument, which conveys the consumer the arrival or development of a new product or service produced by the manufacturer.

Advertising existed in nature even before man was born. The scientific reason behind why a flower has dazzling colored petals
and-or sweet smelling, it to attract insects such as bees and butterflies to fulfill the objective of pollination.

Advertising surrounds us during all our working hours and we are in constant contact with advertising messages in one form or the other. Newspapers and magazines are filled with advertisements. Radio and Television services are hardly available sans advertising. Walls on the side of the streets are painted with ad slogans or pasted with posters carrying ad messages. Big hoardings on either side of highways attempt to grab the attention of passersby.

Advertisements have become all pervasive and omnipresent. Every advertisement aims at persuading the consumer to take some positive action, which will be favorable to the advertiser, at least in the long run.

Each consumer responds to only a very small number of the advertising messages that he listens to or comes across. A consumer becomes keen in listening or reading an ad and responds to it only when it relates to his needs or wants. The mind rejects what does not interest it.

Irrespective of listener's or reader's state of mind, mass media bring him innumerable advertising messages. Contrary to the primitive societies,
the modern well-developed mass-media system has taken over the task of communicating information about products, services and ideas. For the twenty first century advertisers, the electronic media viz. Radio, Television and internet have become the rapid communication tools in bridging the gap between the mass producers and the individual product users.

With the passage of time, advertising is now plying an important role in the field of mass media. Besides providing support to most media, it is also now in a position to influence the media content.

1.1 Advertising: A fascinating world -

Many a time, consumers erroneously conclude that the basic objective of advertising is to sell. However we purchase a product if i) it is available when and where we want, ii) packaged and priced appropriately, and probably , iii)offered with an attractive service policy, or /and iv) tied with a merchandising appeal like coupon, premium, contest, etc. Advertising is a part of the promotional mix intended to sell. Advertising's job is to communicate and frame a condition of mind, which may be conductive to the buying action. The actual purchase often occurs long after exposure to a given commercial and only after the intervention of other sales forces and influences.
The promotional mix includes display, sales-promotion, publicity and public relations, personal selling and of course, advertising. If, marketing is the parent of advertising, behavioral science is advertising's second parent. Consumer predispositions play a vital role. His wants, needs, likes, dislikes, experiences, and beliefs, all act as work forces in his buying behavior. Commercials or advertisements become successful in their roles of informers /persuaders by way of utilizing words and pictures, sound and music, personalities and action, which audiences can understand and believe and with which they can identify. Through this meaningful and relevant ways, sales messages are delivered.

Advertising as everybody understands today was not the same until about 200 years ago. The form of advertising for transmission of information dates back to ancient Greece and Rome. Criers and signs were used to carry information for advertising good and service well before printing. Even during the middle ages, advertising signs were very extensively used. These signs generally consisted of illustrations or symbols of the products advertised. The upsurge in advertising came after the development of printing. When printing techniques were perfected, and as this industry developed, the signs were replaced by written words and messages. Furthermore, the advent of electronic era gave an entirely new dimension to advertising.
Since the industrial revolution, advertising has evolved as a forceful marketing tool. The competitive market, the ever-increasing costs of factors of production, liberalization of economy, globalization of trade and commerce, development of new technologies have given impetus to the advertising activities.

The history of Indian Advertising parallels the history and development of Indian Press. By the beginning of the nineteenth century, punch lines in advertising and also discounts, special services etc. began to offer. Agents flourished first as space contractors and subsequently as copy writers, designers and makers of layout and painting. The swadeshi movement in 1907, which gave an impetus to indigenous industries contributed significantly towards the growth of advertising industry. In February 1939, the Indian and Eastern Newspaper Society (IENS) was set up as a central organization of the newspaper owners of India, Burma and Ceylon. Its creation indirectly led to the standardization of ad agency practices.

1.2 Advertising agency’s role in Advertising-

A modern advertising agency is the foundation head from which flows most of the advertisements we see or/and hear in the national and regional media. An agency represents the core of the advertising profession. A modern advertising agency offers specialized knowledge,
skills and experience, which are required to produce an effective advertising campaign. It has writers, artists, media experts, researchers, television and radio producers, account executives, etc. These specialists work together to understand fully the advertiser’s requirements of an advertising campaign, and develop suitable advertising plans and strategies.

An advertising agency, in some major cases, makes the creative and media decisions. It also often supplies supportive market research and is even involved in the total marketing plan. In some advertiser-agency relationships, the agency acts quite autonomously in its area of expertise. In others, the advertiser remains involved in the creative and media decisions as the campaign progresses. The first advertising agent, Volney B. Palmar established an office in Philadelphia in 1841. He was essentially an agent of newspapers. For 25% cost, he sold space to advertisers in various 1,400 newspapers throughout America. He made no efforts to help advertisers prepare copy and the services he performed were really one of media selections. His knowledge of and access to various newspapers were worth something to an advertiser.

Although the nature of an agency has changed considerably since Palmar’s day, the fixed commission method of compensation is still the one used most often. (Aker, Batra and Myers: 1992)
Advertising agencies have evolved over a period of time. Mumbai is considered Mecca of India advertising. From among the top 50 advertising agencies of India, as many as 30 agencies are Mumbai based ones. Advertising business is worth Rs. 3000 Crore (2003-04). Compared to 62 ad agencies in 1985, there were 158 agencies in 1978, and now more than 1000 agencies in India.

1.3 Milestones in Indian Advertising -

1945: Advertising Agencies Association of India established.
1948: Audit Bureau of Circulation (ABC) was set up.
1951: India Society of advertisers formed.
1958: Society of Advertising Practitioners formed.
1959: An experimental TV station started with a UNESCO grant of $20,000; 180 teleclubs provided free sets.
1966: Blaze Advertising started film distribution.
1967: Commercial Broadcasting service was introduced. Indian TV goes rural, Krishi Darshan programs for farmers begin.
1972: Bombay centre inaugurated
1974: Clients and Agencies like Hindustan Levers and Lintas went in for 24 sheet printed posters.

1975: Advertising rates on Radio came into being.

1976: Doordarshan separated from AIR. Commercial TV was introduced in Mumbai and Delhi

1978: National Readership Survey-II by ORG/IMRB.

1979: Large Agencies went for computerized media planning.

1981: Large publishing groups introduced flat rates. A.I.R. increased rates by 350%.


1983: National Readership Survey-III by IMRB. Introduction of second channel of Doordarshan (INSAT-1B placed in the orbit)

Introduction of advertiser-produced sponsored programme.

1985: Radio primary channels opened for spots and sponsorship.

120 TV transmitters installed to increase the coverage

1987: Morning transmission started.
1988: 90 million people watched TV. DD earned US $ 130 million as a advertising revenue.

1989: Afternoon service started. Second channel started operating at the 4 metropolitan cities.

1991: Cable News Network (CNN)'s Gulf war telecast started a new era in invasion from the sky followed by the Star TV network breaking Doordarshan's advertising monopoly.

1992: Private entertainment channel Zee started beaming programs

1993: Metro channels of DD and FM of AIR privatized.

1994: Doordarshan started 15 channels for regional languages

There are different media of communication like Post, Telegraph, Print, Radio and Television. Earlier, Radio was the only good entertainment and people were habitual of Radio listening. Cost effective, handy & without sparing time, people could do their activity and enjoy Radio.

Television was launched by the Government of India aiming it as a Education medium. Today, it is so common that when people are in home, they watch TV. Considering Television as a communication media, it has lot of things to communicate. It conveys happenings in the world through news. It nourishes the brains by infotainment through different programs. It upgrades our knowledge by geographical, historical, political,
social and economical information. Everyone is always informed, communicated & connected by TV. It has become a part of the lifestyle & made a huge impact on our daily livings.

1.4 Success story of Indian Television –

After separating from All India Radio, weekly one Hindi movie, one regional movie, music based ‘Chhayageet’; ‘Gajara’ was the only entertainment diet available on Television. In 1980-82, government decided to spread TV network in villages. It was a need of more entertainment and weekly serial ‘Hum Log’ launched. It was a big hit and reached to almost every house. This was a start of the great Indian soap opera. At the same time, Maggi Noodles campaign was also launched and the noodles became an instant favorite in fast food. This was in tune with the perceived change in outlook towards life since the opening up of sky to foreign channels, and the foreign tie-ups since the economy was liberalized in 1991.

Buniyaad, Ramayana, Mahabharata, Chandrakanta, Nukkad, Rajani, Darpan, Udan, Kathasagar, Discovery of India are to name a few, which made Indian TV successful. With the start of socio-economic revolution, economic liberalization and unrealistic growth of IT industry culminated into new business houses. Urbanization shattered across the country. It
was a developmental stage of formulating new, rich class at all metro places.

At this juncture, private satellite channels launched. Star, Sony and Zee to mention a few, which were major players in them. There was separate class for English channels, especially for Movies. However, majority of the viewers were enjoying serials. This urban, newly developed rich class was a ready viewer for these serials and look of these serials was also youthful to cater to their taste. Swabhiman, Tara, Hasarate, Kora Kagaj, Kyonki saas bhi kabhi bahu thi, Kahani ghar ghar ki, Bhabhi, Piya ka ghar, kusum, Heena are the examples of hit serials, which made huge contribution in establishing these private channels.

1.5 Impact of Television -

Consumption of information through television, radio, newspapers and magazines takes up nearly 72% of leisure time and appears to be growing. This happens throughout India and demonstrates the impact these media forms. Especially television is above all. Watching of television is most popular thing with consumers, as indicated in the following tables (Ref – From journal of Advertising Research, 2002)
<table>
<thead>
<tr>
<th>Time Spent on</th>
<th>% of leisure time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching Television</td>
<td>31.4</td>
</tr>
<tr>
<td>Listening to Music/Radio</td>
<td>21.5</td>
</tr>
<tr>
<td>Reading Newspaper/magazine/books</td>
<td>19</td>
</tr>
<tr>
<td>Going out (hoteling, theatre, exhibition, event)</td>
<td>12.1</td>
</tr>
<tr>
<td>Playing, Gardening, Cooking</td>
<td>8.6</td>
</tr>
<tr>
<td>Others (Relaxing, Driving, Surfing etc.)</td>
<td>7.4</td>
</tr>
</tbody>
</table>

**Attitudes of Indian people to various issues telecasted on television**

<table>
<thead>
<tr>
<th>Topic</th>
<th>% who talk about topics listed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>35</td>
</tr>
<tr>
<td>Politicians</td>
<td>40</td>
</tr>
<tr>
<td>Family Life</td>
<td>40</td>
</tr>
<tr>
<td>Clothing &amp; Fashion</td>
<td>30</td>
</tr>
<tr>
<td>Sports &amp; Religion</td>
<td>30</td>
</tr>
</tbody>
</table>
1.6 Impact of TV advertising –

Above study shows that the impact of TV advertisements is almost equal as that of other programs shown on television. We have stepped into an age of “commodity culture” where the market is brimming with a variety of products and a number of brands in each product category. Therefore, TV advertising is on the rise and is fully exploiting the media for reaching out to the consumers. It is a major feature in the marketing of many consumer goods and services.

As a by-product, it funds much of the world’s TV programming and transmission, probably at some small but invisible cost to the consumer. TV can be affordable medium that can increase company’s profits greatly. Marketing today is persuasion & communication to impact individual choice. Successful advertising can help companies make a difference in their business and sell more of what it is they sell. The impact of TV advertisement far exceeds its costs. Companies can make a difference in their business on local, regional, and global levels by obtaining insights on –

- How much is the potential of TV advertisements to impact sales.
- How it is contributing to brand equity.
- How well it is in line with their advertising strategy and objectives.
How to optimize its effectiveness.

Advertising effectiveness is not solely about short-term effects. One of the primary roles of superior advertising is growth & support of brand equity. It is important because, brands with higher quality are less vulnerable to competitive pressure, command higher margins, and are more successful in the long run.

TV advertisements can be categorized by-

- Indian products available in the Indian market marketed by individual companies.
- Foreign product & advertisement campaign made by the foreign advertising agency
- Foreign products available in India, advertised by associated companies in India i.e. Cultural bias – advertisement is transferred in cultural context by changing celebrity or language.

1.7 Global marketing : Television media perspective –

Globalization of TV industry –

Globalization has been identified as one of the six “imperatives of marketing” of the present era, as important as productivity, innovation, distribution, alliances, and quality.
The ongoing globalization of the television industry is fueled by the diffusion of new technology and the generally rising living standards of the "middle class" in many parts of the world.

Capturing the attention of audience is of vital importance. Many television channel providers understand that to attract these viewers, they should have appealing programming and ensure that the target audience for that programming is made aware of its availability (date and time). Also to be given reason to believe that the program is important to them (benefit in content, image), and perhaps most important, given reason to identify with the content provider (brand identity).

Channel branding is also vital in a crowded television environment. Most people pay attention to only a limited number of channels, which then become part of the individual or family channels. Branding creates for a program an image that communicates what type of content is offered to a particular target audience. A highly targeted program with a strongly recognizable brand image has a much better chance of becoming part the intended viewer. Obviously, programs and accompanying advertising on that channel have a much greater chance of being consumed by the viewer.
Because of the many choices and the easy means of television manipulation available to viewers, promotion should be able to capture the attention of the viewer in a very short amount of time. People use promotion more than previewing the actual program to make decision about whether to attend to the entire program.

Promotional spots have been described as the road signs on a very fast moving highway of entertainment option. In fact, conventional promotional wisdom, supported by several research studies, supports “The Big Bang” theory, which says that a promotional spot has 3 seconds to attract and hold the attention of viewer, before they zap to another channel.

The major part in global marketing is establishing effective brand equity and understanding cultural differences and demonstrating sensitivity to them. Brand equity as a construct of four key components that build successively on each other over time -

- Differentiation – Consumers finds the brand as being distinctive from other brands and products
- Relevance – Consumers finds the brand as being appropriate for them
- Respect – Consumers trusts the brand
- Understanding – Consumers understand the brand well enough to create a relationship with the brand.
1.8 India’s Export: Facts and figures –

Up till yesterday marketing was restricted to a village, district or a city metro. But today it is not restricted by boundaries. It has attained global dimensions with the entire world becoming one single market. TV channels have contributed to this globalization effectively. In such a scenario, Indians are still struggling to make its mark on the international trade. India, with its huge population & resources like material & intellectual capital commands a meager 0.7 % of world trade share. India’s export is $ 42 Billion. & import is $ 50 Billion. That is trade deficits. India contributes 16 % of world population, but unfortunately, its global trade is 0.47 %. (2002-03)

India in general, exports the product without branding. India plays manufacturers role not marketers. As population is growing, needs are increasing.

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\text{Demand} = \text{Population} \times \text{Needs}
\]

Since demand is increasing, there is no recession. Government of India is making value addition to Agriculture segment & hence Indian agricultural products are being accepted at global level. India has lot of opportunities in the international business.
1.9 Successful Global Marketing through TV advertisements:

AMUL - A classic example:

Gujarat Co-operative Milk Marketing Federation – GCMMF is India’s largest exporter of Dairy Products with a brand AMUL. GCMMF has received the APEDA Award from Government of India for Excellence in Dairy Product Exports for the last 5 years. Many of the products are now available in the USA, Gulf Countries and Singapore. The major contribution to this success is effective branding through TV advertisements.

Amul’s memorable TV advertisement campaigns –


Through TV advertisements, global marketing has increased its importance because of the economic interests of individual countries with
one another. This offers enormous opportunity of extending image, product, and revenue generation to previously unavailable markets. Under these circumstances, India may have to face the global competition by product quality, competitive price & effective advertising campaign. Considering these facts, it is necessary to analyze comprehension of TV advertisements cross culturally for effective global marketing.